

SUCCESS GUIDE



teezily

1. DEFINE YOUR STRATEGY6

Campaign, Store, and Marketplace	7
• Definition and differences	7
• Campaigns	7
• Stores	9
• Marketplace	10
Build your brand and develop your own style	11
• Develop a passion	11
• Discover your own style	11
• Be unique, authentic, and original	11
Find your perfect niche	13
• How to find your niche	13
• Seasonal VS Best selling items	14
• Scale your niche	15

2. CHOOSE YOUR PRODUCTS AND DESIGNS18

Products	19
• Which products are available on Teezily ?	19
• How to choose the right product	20
Designs	22
• Get inspiration from everywhere	23
• Follow the latest graphic trends	23
• Outsource your designs	24
Analyze consumer behavior	26

3. SET-UP YOUR PRICES28

Define your price range	29
Understand your costs	31
Master the art of discount	32
• Why you should offer a discount	32
• Which discount to offer	32
• How to promote a discount with Teezily	32

Why promotion is important	35
Social media strategy: choose your platform	36
• Facebook	36
• Twitter	36
• Pinterest	37
• Instagram	37
Facebook	38
• How to create the perfect FB page	38
• Promotion on FB	38
Instagram	41
• Why you should use Instagram	41
• How to increase followers and improve Instagram engagement	41
Introduce your Store / Campaigns via Twitter	42
The Pin-Power to Promote your store: the 6 rules for Pinterest	43
The importance of email marketing	44
• The advantages of email marketing	44
• How to be more convincing in your e-mails: 7 golden rules	45
Online Marketing Life Hacks	47

CONCLUSIONS51

PAYOUTS52

TESTIMONIALS53

INTRODUCTION

Dear Seller,

As Head of Communication & Content and Partnership Manager, we are always looking for new sources of inspiration to help you launch a successful business through our platform. Luckily, the opportunities offered by the online business are endless and available to (literally) everyone. However, high competition and often fragmentary information may be an obstacle to your success as entrepreneurs. Let's make it easy!

There are dozens of reasons why you should try to jump into this business. First of all, let's talk about numbers: in 2017 the e-commerce sales are estimated to be at \$434 billion, and this is only for the United States. In addition, we must not underestimate the growing interest in the business of customized products: The slogan identifies with a passion, a community, a faith; and in a world of globalization and depersonalization, the need to bring out one's own identity is emerging progressively. There are millions of potential customers out there that are waiting for your products!

We hope this guide will help you venture into the dynamic world of social media communication, digital marketing, and ecommerce. The silver lining of an industry that is in constant change is that the sources of inspiration never run out! In this guide you will find basic information about Teezily's platform and useful ecommerce and digital marketing strategies built for both newbies and experts, that will help you develop a sustainable tactic: from targeting the right audience to creating the perfect product, and having an outstanding social media strategy.

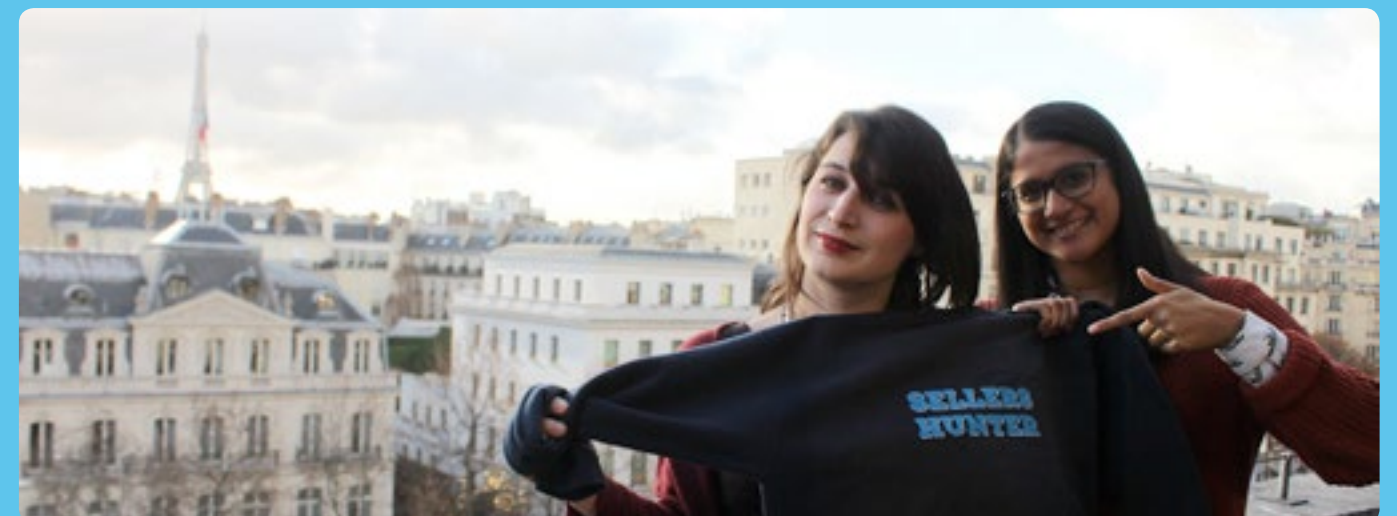
Customize your dreams!

Angelica Pratolini

HEAD OF COMMUNICATION & CONTENT

Shafana Cassime

PARTNERSHIP MANAGER



1

DEFINE YOUR STRATEGY

CAMPAIGN, STORE, AND MARKETPLACE

• Definition and differences

With Teezily you can easily customize your dreams by creating a Campaign and/or a Store with just a click of the mouse. However, when you first venture into the business, understanding the exact difference between a Campaign, a Store, and the Marketplace can be a bit tricky, so allow us to clarify it:



- ✓ A Campaign is a web-page with a unique URL and a customized title and description. In this space buyers can buy products limited in time.
- ✓ The Store is your own online storefront. Its main purpose is to allow visitors to find, order, and pay for your customized products in one unique space. As a Store usually has a theme such as animals, sports, birthdays, etc, you have the possibility to create several stores for your different target groups.
- ✓ The Teezily Marketplace is a platform that enables sellers to display their campaigns for sale for free and to take advantage of Teezily traffic.

The difference between the three lies on where and how the product is displayed, and the use of one over the other will depend on your marketing and selling strategy. When you create a Campaign without setting up a Store or using the Marketplace platform, in order to promote and sell the product you will have to share the URL of the Campaign on social media. With the Store however, what needs to be promoted is the online space, and the buyer will have to go to the Store to view and buy the products. When buyers go to the TZ Marketplace they can flick through the different campaigns and choose different products from different sellers. This platform is divided in categories and subcategories, making it easier for the buyer to find the desired campaign by checking the different categories.

• Campaigns

Creating the campaign in three steps:

- STEP 1: DESIGN YOUR PRODUCT

Teezily's customization tool Teezilab allows the seller to let their creativity run wild in a very simple way. The only thing you have to do is choose a product by selecting the model and color you want, and uploading a design (image and/or text).

- STEP 2: SET UP YOUR SALES GOAL AND SELLING PRICE

Teezily gives you the option to set a sales goal for yourself. This will help you in two ways: motivation and achievement. Regarding the selling price, there are two things you need to know: 1. There is no formula-based approach to pricing. 2. Your ability to sale is what drives sales, not your prices. Also keep in mind that buyers relate price to quality, so although you mustn't overprice, under-pricing could be just as detrimental.

- STEP 3: ADD THE TITLE AND DESCRIPTION OF YOUR CAMPAIGN

Choose your title: given that the campaign is only active for a limited period of time, the title must provoke a certain feeling of urgency in the buyers so that they will want to purchase the product immediately. Titles also help you reference your Campaigns when you add them to Teezily's Marketplace, that is why you should think twice about the title you are going to choose.

Although limited time offers are a powerful marketing tool, they still have to be carefully thought out. Titles like "Holiday Deals" make the potential buyer wonder: Will the deal still be available tomorrow? Will it be available for the whole duration of the holiday season? Which holiday season is it referring to? Will this same offer be available on any other holiday season? Etc. This is why it is best to either add a deadline to the offer, explain that the offer is only available for a limited period of time or, in the case of the example given, add the name of the holiday it's referring to.

Description: The description must be seductive and different from that of other campaigns. It has to make the buyer wants to purchase the product to feel unique, and since there are only a few seconds available to convince the buyers to not leave the page, it is always a good idea to highlight the promotions and use capital letters or a bold font to attract attention to the keywords. Furthermore, it is important to describe the items accurately, but make sure you describe them differently, no one wants to buy from a robot!

GET THE PERFECT XMAS GIFT FOR FREE!

We are delighted to announce our CYBER WEEK contest!

We give you the fabulous opportunity to customize the perfect **Christmas gift** for your dad, your best friend, your wife, ... or for yourself, because who could resist creating his own very personal Christmas gift?

The only question that remains is: What text do you want on your Christmas sweater? Write it on the sweater mock-up, take a screenshot and share the picture in the comments of our **FB post**. You can also tweet us the screenshot with the hashtag **#TZcyberweek**



If you are lacking inspiration, don't forget that Teezily provides you with automatically generated descriptions in 13 different languages.

Please note that the language and currency that will be displayed on the Campaign page will correspond to the language of the customer's browsing history and IP address. Payment methods are also adapted to each country (for instance: Sofort Überweisung for Germany, iDeal for Belgium and The Netherlands...).

Target Audience: You must have a clear understanding on who your target audience is in order to adapt the description accordingly. Depending on factors such as the niche or group age, some methods will be preferable to others. For example, if your target group is young, you can use slang words or trendy social media phrases.

Consistency: Make sure that the style or theme is consistent to that of what you are trying to promote. For example, if your campaign is related to Christmas, make sure that your campaign represents just that.

URL: The URL should be readable and short so that the users may remember it easily. It is also preferable that you use hyphens or underscores to separate the words, since most CMS's will turn the space into the %20 code, making it harder for the user to read. And last but not least, if you change the URL after it has been indexed, make sure to redirect your page in order to avoid any 404 Error pages.



Additional tips

- ✓ **Keep your store relevant:** You must keep your page alive. Comb through your tags and descriptions and get rid of the keywords buyers are probably not using, and create new campaigns on a regular basis. You should take your time making the changes to find what works. Do not do it in a rush as it could lead to sloppiness.
- ✓ **Banners:** No one wants to spend too much time looking for the accepted payment methods. Use banners with the logos to save time for your buyers, and most importantly, make sure you write that it is a secure payment method. Extra tip: Teezily has the "Norton" label, which guarantees a safe and secured check-out. Don't hesitate to use this information to improve your CTR.
- ✓ **Add your channels:** Do not hesitate to add your Twitter, Instagram, and Facebook channels to your campaign. This will create a sense of security and trust for the buyer.
- ✓ **Language:** Write using the first word pronoun to create a personal relationship with your buyers, and spell check the text to make sure there are no grammar mistakes. In order to guarantee a well written text, we welcome you to use the **Teezily Translation Tool** to translate your Campaign's title, description, or design.

• Stores

If you want to take the business a step further, having a Store is the way to go. Although having a campaign is a great way to start your life as a Teezily seller, by creating a store with us you will get more out of all the people that shop at Teezily, It will be a shopping destination where the buyers will start creating a personal connection with you and, in time, you will have obtained loyal customers that are familiar with your brand and design style.



A Few tips

- ✓ The first step to creating your Store is choosing the name, and because first impressions do matter, it is probably the most important one.
- ✓ Choosing the name for your Store has marketing and branding implications, therefore it needs to be carefully thought out. Make sure it's short and easy to pronounce, but also that it doesn't mean anything in another language. It could be an artistic name, a name involving a personal experience, or even a very obvious or silly name...Apple Inc. has nothing to do with fruit and Windows...you get the point.
- ✓ Use an original name to catch the attention of potential buyers but also so it won't be easily forgotten, and make sure you pick one that represents the brand as it's important that your public feels identified with both the brand and the store.

• [Marketplace](#)

Whether you choose to only have campaigns or start your own unique Store, adding your items to the Teezily Marketplace is always a good idea. Teezily's Marketplace gathers all the Campaigns in the same space and organizes them in a well-coordinated online catalogue. It allows for categories, subcategories and filters, which means the buyer can refine the search a lot more precisely and the products are more likely to be found; which brings us to our next tip:



Tips : Using the right categories

As mentioned before, categories and subcategories allow you to filter your items so that they may be easily found by the buyers. So why is it important that you use the right ones? Imagine you want to sell a t-shirt related to football, the category you will put it under is logically "sports", however, there are tons of different sports, so in order to narrow the search for your buyers and target your niche more precisely it is better to also enter the subcategory "football".

BUILD YOUR BRAND AND DEVELOP YOUR OWN STYLE

There are some important things you have to keep in mind when doing business with the t-shirt industry. In this section of the guide we will discuss why branding is essential to be successful in the t-shirt industry.

• [Develop a passion](#)

In a society overwhelmed by products, the best way to promote and sell yours is by being passionate about what you do and using this passion as motivation; what sells is the story behind your design. The best part about selling customized products is that you can actually channel your personal likes and interests into your designs. We have all heard the saying: "Choose a job you love, and you will never have to work a day in your life". Passion is about being driven to succeed, setting goals and making them come true. If you are motivated, being original and therefore competitive will not seem like work!

• [Discover your own style](#)

Discovering your own style and making it original will make your brand stand out and consequently more recognizable. The best way to discover your own style is by experimenting with different ones until you find the one that receives the most positive feedback. Receiving as much feedback as possible is important because it will help you improve your brand and be able to leave a mark.

• [Be unique, authentic, and original](#)

Being unique, authentic, and original will help your designs be more distinctive. People don't like to experience the same thing repeatedly, this is why it's very important to be original and refreshing, otherwise your audience will get bored of seeing the same designs over and over again. As a seller, you have to make sure that you create something new: authentic designs sell better than copycats!



Mistakes newbies often make:

- ✓ **Designing something and searching for a niche afterwards**
The most common newbie mistake is designing the creation first and then searching for a niche based on that design. This process should always be the other way around. It is important that you first find a niche so that you can study it and understand their likes and dislikes, and then adapt your design to their demands.
- ✓ **Facebook ads**
We often see that a lot of newbies don't understand how Facebook ads work, and this lack of experience often leads to a loss of time and money because it wasn't done correctly the first time. To prevent this, we have created the Teezily University Blog where we provide all the information you need to know about Facebook ads.
- ✓ **Impatience**
Another common mistake is being impatient. Impatience causes newbies to keep

switching platforms in the hope of reaching more sales, but all this leads to is demotivation, especially when the desired results aren't reached within a short period of time. The key to obtaining massive sales is patience!

✓ **Trusting the wrong affiliates**

Trusting the wrong affiliates is another common mistake. Newbies tend to be more susceptible to lies and will believe anyone on the internet claiming they will help launch campaigns. Sellers will often receive a subscription link making them believe the affiliates will help them generate sales and traffic, but instead they redirect the purchases to a parasite site and keep the commission. There are some companies that offer large affiliate programs and provide the necessary marketing tools in order to stimulate sales, so be sure to do your due diligence before trusting any of them!

In order to succeed in branding, it is essential that you develop a passion for it and transform that passion into your designs. Keep in mind that your own creativity is what will make your design original and distinguishable from others. Try to avoid the mistakes new sellers often make and that lead to not making any sales. Follow the recommendations and steps given, be patient, do the necessary research, and you will be a top seller!



"My only advice for a beginner would be: "no pain, no gain". In other words, You have to stay strong, read, study, listen to others, and get inspiration from wise people. If I had given up after my series of failures, my campaign would have never existed and I would have never reached the stage I'm at right now!" — V., French Seller

FIND YOUR PERFECT NICHE

• [How to find your niche](#)

Finding a niche and getting to know your customers is one of the basic steps in the t-shirt business. Customers will buy your product when they identify with a design, and it is much easier to design and address your target group when you know them inside out. In this section you will learn what a niche is, what sells best, and how to validate your niche.

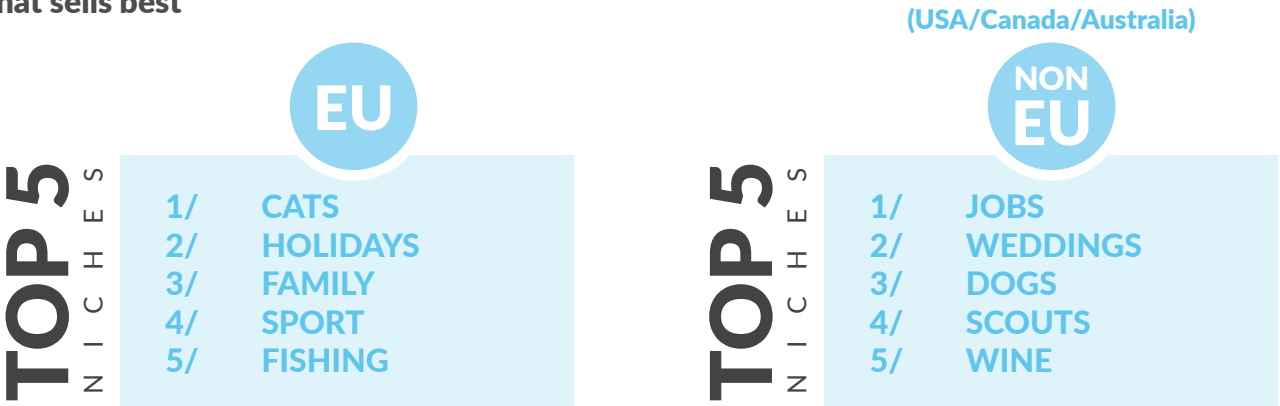
What is a niche?

"A niche (market) refers to a small, yet specific and defined segment of the population. The niche markets do not exist by themselves but are created according to the needs, desires and identified requirements that are hardly or not addressed at all by other companies that develop and offer goods and services to satisfy them." (the Business dictionary).

There are thousands of niche markets and new ones are created every day. There are two main ways to detect and build a niche market:

- Try to address a passion
- Surf the web daily and catch up on the latest trends

What sells best



Topics that are close to people's hearts: T-shirts supporting political parties, animal or environmental causes, and religious beliefs or social movements are particularly popular at Teezily.

Topics that get a reaction out of others: some consumers like to wear provocative clothing to make people react, others want to make people smile, and more often than not, your consumers will buy t-shirts simply because they want to attract the opposite sex.

Wanting to belong: Your consumers will buy your products because they want to belong to a group, whether it's a church group, a sport, or even a specific event or travel destination.



Extra tips

- ✓ When targeting a niche that supports **a specific cause**, such as ecological, don't forget that you can also target those who are against it. This could potentially double your chances of launching successful campaigns.

✓ **Sell for Charity:** If you get involved with a charity all you have to do is let us know and we will donate the profits directly to the association of your choosing. It is also possible to only donate a percentage, but please inform your customers if you opt for this option.



"The first advice that I would give to a newbie? Try, try, try, try, try... and, again, try! Do not be afraid to test your niches." — G., Italian Seller

Validate your niche

Once you have brainstormed several ideas for your niche markets, it is essential you find out if they would be willing to purchase your products. You can visit Google Shopping to see which products are popular among the target community, and we also suggest you do a search to see if there is a qualified audience that interacts on blogs or forums. If they discuss the specific subject you have in mind then they could be potential customers. Furthermore, Facebook's tool Audience Statistics can help you find and validate potential niche markets.

Before starting your Teezily campaign, ask yourself the following questions:

- Is your target composed of mainly passionate and proud members?
- Can you offer them a design that could meet one of the three requirements previously mentioned?
- Do you have enough time to market your products?
- Can you effectively target your audience with Facebook?

If you can answer positively to all these questions, don't wait any longer, create your campaign now!

• Seasonal VS Best selling items

Sell relevant designs at the right time of the year

Timing is everything. It is important you run your campaign when your audience is in the right frame of mind. No one will buy the t-shirt of a team that just lost, everyone wants to be on the winning team!

Creating items that make a reference to specific subjects or events has several advantages: Because the subject will be new and trendy, there are more chances of your publication being shared on social media; and the more recent the subject is, the less chances of your niche already having a similar product.



How to find topical subjects?

✓ **Google Trends:** current topics and news are an inexhaustible source for Teezily Campaigns. You can get many ideas for your designs just by looking at the news items from the country you are targeting via Google Trends. You can also check Google images for existing T-shirts to inspire you.

✓ **Twitter Trends:** Twitter can also be used as a source to identify events or news that could inspire you! To do this, simply log into Twitter and watch the "Trends".
=> Find more design inspiration in the design section of this guide.

How to develop your best-seller

As we have already mentioned, in order to develop a best-seller and be successful, it is imperative to understand your targeted niche perfectly. Use some background knowledge and inside jokes to impress your customers and prove that you are one of them.

One hit wonders are without any doubt a great chance to boost your profit, but having some bestsellers that you can always count on is just as important.

To create a best-seller it is inevitable to target a specific niche, which shouldn't be born out of a momentary trend (in contrast to most one hit wonders). The design should be timeless. This way you will have a best-seller that sells at any time of the year and for a long period. Designs about names, age, family, pets or hobbies are just some examples that can help you establish possible best-sellers.

• Scale your niche

Scale the concept you found and expand your portfolio

Once you have found an idea that sells, try to exploit the concept as much as possible to cover all of your niche's needs. When, for example, your design is about football, you can scale it with other sports, if it's about German shepherds, scale it with other dogs.

Try to stick to one niche at first and become an expert on it before moving on to a new one. This way, once you have moved on to a second or third one, the first one will become a fixed passive source of income.

Go global, scale geographically

Teezily is one of the world's leading markets for online sales and customized apparel. With our printing warehouses available in the U.S. and Europe you have the chance to broaden your targeted community. There's a whole world out there more than ready to pay for your products, so don't be afraid or intimidated by the idea of selling internationally!



Here are some help to attract international customers:

- Not only do we provide worldwide shipping, but we have also created the **Teezily Translation App** especially for you so that you may broaden your target audience. Use it to translate the Title, Description, and Campaign accurately.
- Make sure your clients know worldwide shipping is available. Add banners in your description providing them with more information, use promotions to encourage your clients to buy, and be transparent about the production and shipping deadlines.
- Don't forget to tell your clients they are welcome to contact our Customer Support team at support@teezily.com if they have any doubts.

TOP 10 COUNTRIES AND BEST NICHES

UNITED STATES



Basketball American Football
Baseball Hockey Dogs
Cats Hamsters
National celebrations
Veterans Surf

GERMANY



Football
Cats & Dogs
Gardening
Beer Cars

FRANCE



Cheese Wine Cinema
Sailing Horseback riding
Dogs Football
Rugby Cycling

UNITED KINGDOM



Dogs Cats Fish
Birds Rabbits Reality TV
Tea Beer Holidays
Nurse Football Rugby

THE NETHERLANDS



Cats Dogs Birds
Chicken Football
Beer Holidays
Gymnastics Tennis

CANADA



Dogs Cats Fish
Birds TV Lacrosse
Ice Hockey
American Football Golf

ITALY



Dogs Cats
Football Social Media,
Wine Coffee Traveling
Moto GB Formula 1

SWITZERLAND



Dogs Cats Skiing
Golf Horseback riding
Cycling Hiking
Rock climbing

AUSTRIA



Dogs Cats
Horses Reading
Basketball Rugby
Skiing Music

SWEDEN



Horses Cats
Dogs Football Swimming
Cycling Sports Cars
Golf Entrepreneurs

Beware of trademarks

At Teezily we are strongly committed to acting in full respect of third party's intellectual property rights, and we expect our users to do the same.

As trademark law and standards are very detailed and complex, especially for online content, we understand that applying them in the context of Teezily campaigns is not easy. Therefore, we hope that our questions about trademarks will help you to understand the fundamentals of Intellectual Property.



What is a trademark?

A trademark is a recognizable symbol, design, word, or expression legally registered or established by an individual or organization, and it is related to the products or services of that owner.

What are some examples of a trademark?

Any protected material, including, but not limited to: copyrighted material (i.e. artists work), brand logos, sports teams, brands, music labels, television shows and films, people's image and name...

Uploading such designs onto Teezily is likely to engage your liability, with regards to Teezily and any concerned third parties.

How does using a trademark on my design affect a Teezily campaign?

Teezily users are prohibited from using trademarks unless they have explicit permission from the owners to use them for commercial purposes on Teezily. After obtaining permission, please inform moderation@teezily.com while uploading your design, otherwise, the moderation team may delete your campaign thinking your design is infringing third parties rights.

If I am inspired by someone else's design, can I use it?

You can use someone else's design if you have documented permission from the owner to do so. Alternatively, you can create your own design, but it must not be substantially or confusingly similar to other copyrighted or trademarked designs. When in doubt, please double check the legal status or contact us at moderation@teezily.com.

2

CHOOSE YOUR PRODUCTS AND DESIGNS

PRODUCTS

• [Which products are available on Teezily ?](#)

Now that you have found your niche and know all about its behaviour and characteristics, it's time to get started. As seen in part 1.1.b., the first step to create your campaign is choosing and customizing your product.

i

At Teezily we provide a wide range of customizable products such as apparel, mugs, magnets, and smartphone cases.



ROUND NECK T-SHIRTS

Unisex S-5XL
Woman S-XXL
Kid 4YR-12YR



V-NECK T-SHIRTS

Unisex S-XXL
Woman S-XXL



HOODIES

Unisex S-5XL
Kid 4YR-12YR



SWEATSHIRTS

Unisex S-3XL



LONG SLEEVES T-SHIRTS

S-3XL



TANK TOPS

Unisex S-XXL
Woman S-XXL



BABY ONESIES

3MO-18MO



MUG



MAGNETS



COQUE POUR SMARTPHONE

iPhone 6, iPhone 6 Plus
iPhone 5, iPhone 5S
Samsung Galaxy S5 & S6

We will continue to increase our product range with items that will give you good profit margins, such as posters and frames.

• How to choose the right product

Choosing the right product to present to your niche might not be an easy task when you first join the industry of customized apparel. You might think that offering all the products to your potential buyers will help you reach a bigger audience, but in reality “less is more” (always!). Selecting all the products when you create your campaign might make your potential buyers hesitate since they will have to make more decisions: V- neck or round neck? Hoodie or sweatshirt? Green or blue?



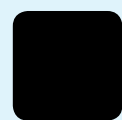
We recommend carefully selecting a few products in order to help your customers make quick decisions and focus on buying. Try to present a product range that is uniform to make it look more professional.

As a seller, and especially a newbie, you are probably feeling overwhelmed by the wide range of products that Teezily provides. In order to make things easier, we present to you the key figures of our top 5 products and colors:

TOP 3 C O L O R S

- 1/ **ROUND-NECK T-SHIRT UNISEX**
- 2/ **HOODIE UNISEX**
- 3/ **V-NECK T-SHIRT WOMAN**
- 4/ **ROUND-NECK T-SHIRT WOMAN**
- 5/ **TANK TOP WOMAN**

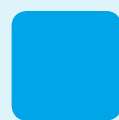
TOP 5 P R O D U C T S



BLACK



NAVY



ROYAL
BLUE



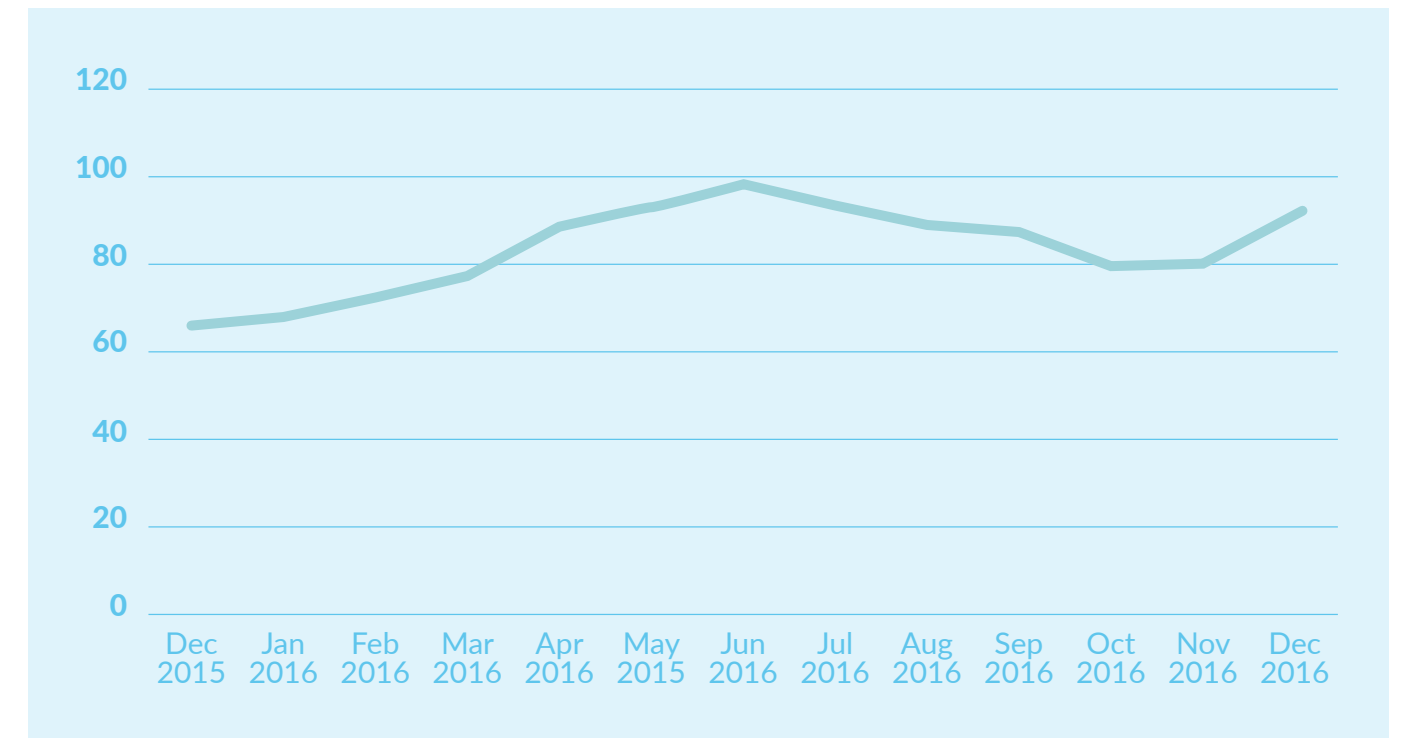
RED



WHITE

Choosing the right product also depends on the season. If it's going to be summer or spring in the countries you targeted, choosing a t-shirt or a tank top is a better choice. As we can see in the graphic below, these products attract more people during that time of the year.

"T-SHIRT" INTEREST OVER TIME



Numbers represent search interest relative to the term "T-Shirt". A value of 100 is the peak popularity.

T-shirts are always a good product to sell since people wear them throughout the year and they make a good gift for friends and family. You don't have to stop selling them completely during winter time. In fact, t-shirts still represent our top selling product during Christmas. However, what also works during this season are hoodies and sweatshirts. As temperatures gradually drop, people are more into cocooning than going out. Think of the famous “Ugly Christmas Sweater” !



Tips: As it is important to select products that are related to your target group, do not hesitate to ask your customers directly which products they would like to buy, so that you can meet their demands.

DESIGNS

You already selected your products ? Then it's time to customize your dream and turn it into reality. The key here is to provide a unique design to attract your niche's attention and reach more sales by making your product available everywhere. Here are some tips to create attractive designs.



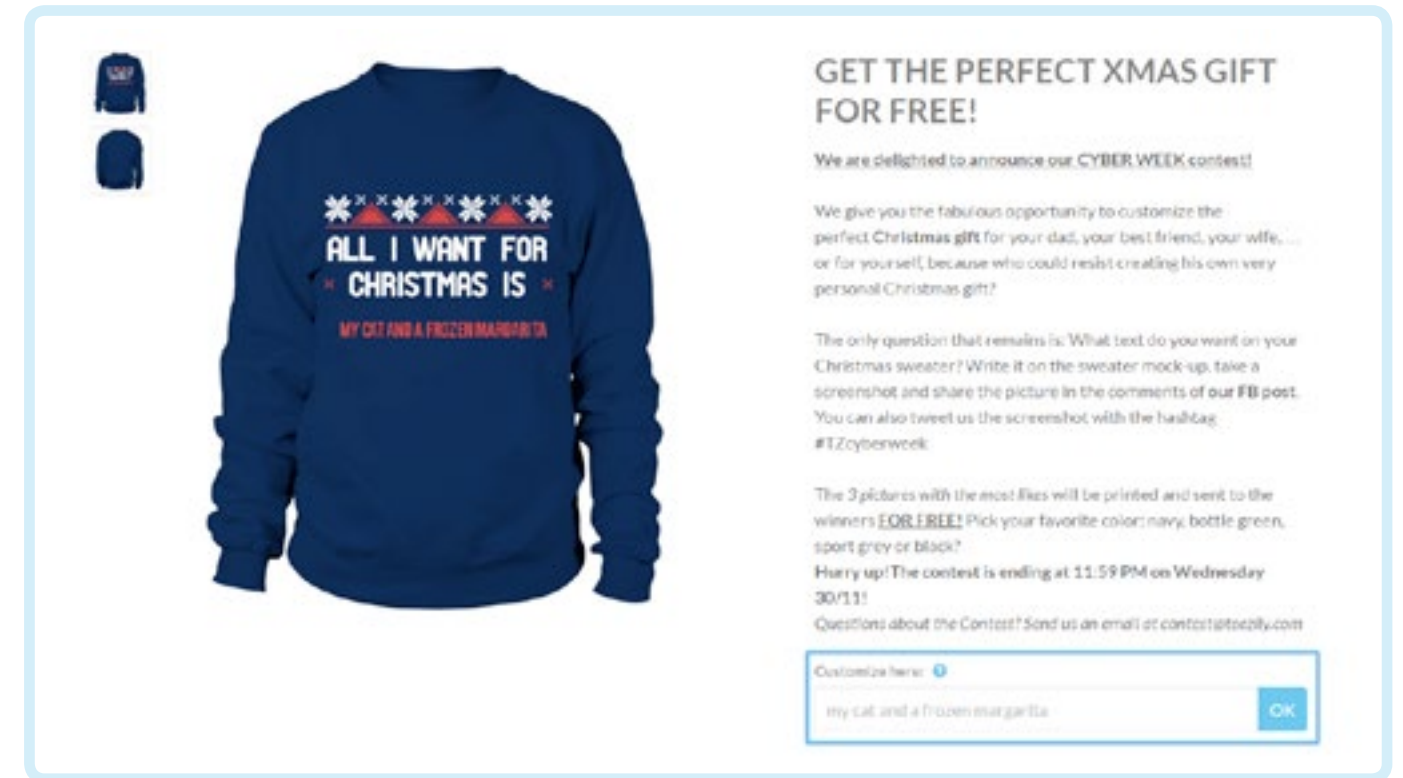
5 rules to create the perfect design

- ✓ Teezily's customization tool accepts the following file formats: PNG, GIF and EPS.
- ✓ Make sure that your image has a minimum resolution of 300 DPI.
- ✓ Find a "scalable" design: once you have seen that a particular design has been successful, try to think of other niche markets that could also benefit from the same design.
- ✓ Do not copy other people's campaigns, create your own inspired by theirs!
- ✓ Do not hesitate to use our Translation Tool (<http://translations.teezily.com>) to translate the content of your design into different European languages.)



Only available on Teezily

- We provide flat base prices, regardless of the number of colors you use for your design
- We do not print on the hoodie's pocket, but we will definitely adapt the size of your design to the ordered products and selected size.
- The Teezilab also gives you the possibility to insert a customizable field on the Campaign page to allow your customers to create products with custom messages, names, dates and so on...



• Get inspiration from everywhere

Very few people are able to create their own design, so if you have artist's block don't be afraid to use existing designs as inspiration to create your own!

Google is a great tool for inspiration: you can search on Google Images writing "cool/funny t-shirt + [name of your niche]" to see the t-shirts that have the best designs! Be careful though, this is for you to learn what works without copying a visual that has already been commercialized.

You can also search on Google using "quote/slogan + [name of your niche]" to identify quotes that best match your niche, and that you might want to use on your shirt.



Don't forget to consult other websites such as eBay, Pinterest, or Instagram (use the proper hashtag when needed) to have a clear idea of what the potential buyers of your targeted niches would like to wear.

• Follow the latest graphic trends



Like in fashion, trends in graphics come and go, and as a t-shirt designer you should be aware of the shifts in the graphic industry. Here are a few examples of what you can use:

✓ **Modern Retro**, aka the revival of the late 80s and 90s. Early models of mobile phones, Game boys, Discmans, cassette tapes, vinyl records, and all types of video games now serve as logos on apparel and merchandising products. And it is not just “geeks” who follow this trend, it is especially popular among 20-30 year olds that grew up with this technology; it evokes a certain nostalgia in them.



✓ **Material Design**, also referred to as Flat 2.0, is the evolution of the flat design movement that gained momentum in the early 2000s, when IT giants like Apple and Google devoted themselves to minimalism.



✓ **Geometric shapes**: the geo trend is expected to become especially popular in packaging design. Triangles, rectangles, and other geometric shapes are combined with 3D elements.



Here are some tips if you want to hire a graphic designer:

- ✓ Visit platforms dedicated to freelance designers and, after asking each of the designers for a cover letter, post your requests to the applicants and ensure there will be adequate and proper communication between the two of you during the process.
- ✓ Ask them for access to their portfolios to make sure that you have chosen the most competent one for your request.
- ✓ Try to describe the concept as clearly as possible so that you get exactly what you asked for.
- ✓ You may also need to include examples of t-shirts so that your graphic designer is aware of the quality you want.
- ✓ You can expect to pay a graphic designer up to \$10 an hour on these platforms.

• Outsource your designs

Outsource your design by hiring an external graphic designer whenever possible. More often than not, when you start designing on your own you end up being too biased towards your design, and if it doesn't work you might end up either prematurely stopping a campaign or not achieving your targets.

ANALYZE CONSUMER BEHAVIOR

Because you won't find the perfect combination of design, product, and colors that will catch your customer's attention on the first try, the key to success in the t-shirt industry is to try, try, and try until it works.



"There is no easy way to success, the only way is to practice. Regularly launching new campaigns and testing them out with your customers is a must." — T., Vietnamese Seller

By testing your campaigns, whether they are successful or not, you will be able to analyze your targeted niches behavior and improve your strategy. Analyzing your data will allow you to see which products work and which ones don't, if you have more male or female buyers, which color is most popular, and the design people are more prone to choosing.

If you are hesitant about different designs, products, or color combinations, don't be afraid to ask your customers or community for feedback through your social media. Letting your customers choose your next design is the best way to improve their loyalty towards you and your brand. There are several options possible to get feedback; the easiest way is to publish a post on Facebook and simply ask the question. But there are other possibilities available if you want to have better and more constructive critics. You can use the poll tool on Facebook and Twitter: create one with different design options and ask your community which one of the two they like the most. You can also think of win-win situations like offering rewards to clients with the most constructive feedback.

3

SET-UP YOUR PRICES

DEFINE YOUR PRICE RANGE

Several factors go into the decision making process to purchase: the type of product, its quality, the buyer's reviews on the internet...etc. But one of the main factors the client always keeps in mind is the price. Given that the price of a product depends on its brand, rarity, quality, and production process, it is true that some buyers are willing to spend a lot of money on things they sometimes don't need. A customized t-shirt, however, should fall within a "reasonable range".

- [Follow the latest graphic trends](#)




















Tip 1: Research customized products available on the internet to get an idea of the average price people are willing to pay. You don't have to apply the exact same prices to your products, but you can use them as a point of reference to see if your price range is too low or too high in comparison to that of your competitors. Also, keep in mind that an item that is available everywhere or distributed by different online merchants doesn't have the same value as a customized product, especially if it has your same design or if it's being sold as a limited edition everywhere except on your Teezily Campaign or Store.

Tip 2: Think of your target group and seasonality. Remember to set-up your selling price in accordance to your audience characteristics. A selling price can indeed be set up differently depending on your target group, their ages, professions, or timezone. For example, you wouldn't target a group of students in Italy the same way you would a group of engineers in Denmark, as they do not have the same economy. That's why it is imperative to have a clear overview of the type of group you want to target so that you may know if they would be willing to purchase a customized product online. You must also keep in mind the seasonality, and more precisely, the occasion for which your clients would like to purchase a product; as you may already know, customized products are often offered as a gift to friends and family during birthdays, Christmas, and other celebrations such as Father's Day, Mother's Day...



Tip 3: In order to determine what your target customer would be willing to pay, the best solution is to test your campaigns by offering your creation with different price ranges. This way you will be able to figure out the best price to make the most sales. Another solution would be to ask for feedback and advice from other sellers in the t-Shirt industry and business owners. Avoid asking your friends or direct customers for their opinion, they might think you are willing to negotiate the price and give you biased or unrealistic answers. You can, however, ask them how much they are expecting to spend on a birthday gift for a friend or family member, since people are usually willing to pay a little bit more for special events and buying a gift for a lower price may be seen as cheap.

Check out the chart below to get a better overview of an ideal selling price range per product and geographical zone:

PRODUCTS	CURRENCIES			
	€	£	\$	\$ AUS
 T-shirt R-neck Unisex	21.95	19.95	24.95	31.95
 T-shirt R-neck Women	21.95	19.95	24.95	31.95
 T-shirt Kid	19.95	17.95	22.95	28.95
 T-shirt V-neck Unisex	19.95	17.95	22.95	28.95
 T-shirt V-neck Women	19.95	17.95	22.95	28.95
 Tank top Unisex	19.95	17.95	22.95	28.95
 Tank top Women	21.95	19.95	24.95	31.95
 T-shirt Long sleeves	26.95	23.95	29.95	38.95
 Hoodies	34.95	31.95	38.95	50.95
 Hoodie Kid	25.95	23.95	28.95	37.95
 Sweater	27.95	24.95	30.95	40.95
 Onesies	19.95	17.95	22.95	28.95
 Mug	16.95	15.95	18.95	28.95
 iPhone 5	19.95	17.95	22.95	28.95
 iPhone 5S	19.95	17.95	22.95	28.95
 iPhone 6	19.95	17.95	22.95	28.95
 iPhone 6 Plus	19.95	17.95	22.95	28.95
 Samsung Galaxy S5	19.95	17.95	22.95	28.95
 Samsung Galaxy S6	19.95	17.95	22.95	28.95



Tip: Try to use rounded prices as a uniform pricing structure, it is important to build customer trust.

UNDERSTAND YOUR COSTS



“The only way to make money is to spend money” – T. Vietnamese Seller

Your selling price will depend on what your target group is willing to pay, but also (and mainly) on your business expenses. Because our base prices are the lowest in the industry, you can manage your selling prices to get a good margin. Good and dedicated sellers have been able to buy houses and cars with the profit made with Teezily, and that probably makes you dream. A key step to understand all your costs is taking note of all your business expenses related to Campaign creation and promotion.



Some examples of what could be included in your business costs are (except Teezily's base price): your facebook ads, your web hosting service if you have a blog or a website, your Shopify monthly fee, your private designer and/or translator, but also your rent, the VAT, and other utilities.

Analyzing your business expenses will allow you to have a better overview of what you can earn at the end of the month. Launching a business alone is not an easy task, and if you have to wait a few weeks or months before you are able to live on your profits, it is important you pay yourself fairly. This takes us to our last tip:



Set a pricing goal and business scope with earning targets you must achieve weekly, monthly, or annually. It is important to measure your success, or in the contrary, to have enough savings to bounce back in case something fails.



MASTER THE ART OF DISCOUNT

Gaining and keeping customers is what the t-shirt business is all about. In order to secure clients loyalty and attract new buyers, our platform offers you the opportunity to generate discount codes for the unique products you promote. But more than a pricing strategy, discounting is a real marketing strategy that you can implement to grow your business.

• Why you should offer a discount

Discounts usually evoke a feeling of urgency: it's all about the rushed action and immediate sale since the offers are locked in a specific time frame. They present a good opportunity for you to make more sales as they encourage clients to make more purchases. Discounts are also a good way to establish a long term relationship based on loyalty with your best buyers. Because sometimes it can be hard figuring out what type of promotion will be best for your Campaign, we have selected a few tips for you to keep in mind when planning your promotions.

• Which discount to offer

There are two types of promotions you can offer to your best clients on Teezily:

Direct price discounting: with this type of promotion you are able to offer your buyers a discount from the initial selling price. We recommend using this type of promotion for specific occasions or seasons. Abusing discounts by using them throughout the whole year could have a negative impact on your store and thus, your reputation. Furthermore, you don't want your customers to purchase your products only when they are on sale.

Free Shipping: Given that the shipping cost is an added cost for your customers, waving it off will encourage them to make an impulse purchase.

• How to promote a discount with Teezily

And last but not least, spread the word! There are a few things to keep in mind when offering discounts to your targeted community.



- ✓ First thing to do: Send a newsletter to your clients or write a short post on your blog.
- ✓ Promote your discounts on your Facebook, Instagram, Twitter, and any other channels you may have.
- ✓ Make sure you mention your discount on your campaign's description by adding a logo to catch your buyer's eye.

When done correctly, applying discounts on your price can help you improve your sales and acquire more customers. This will be beneficial to your business in the long term. And as always, test different promotions to figure out what works best for your campaign.

A blue-tinted background image of a smartphone. The screen shows the Facebook login interface with fields for 'Email or phone number' and 'Password'. Overlaid on the screen is the text 'BE A MARKETER' in large white letters. A white arrow points down from the top, containing the number '4' in blue.

4

BE A MARKETER

WHY PROMOTION IS IMPORTANT

You have spent a considerable amount of time creating and setting up your personalized Campaigns, so the next logical step is to sell them, and for that you will need to define a promotion strategy. You should keep in mind that underestimating this phase can be highly counterproductive for your business. The way you sponsor your personalized product or brand online is a massive part of engaging potential buyers.

Keep calm and breath on: nowadays the Internet is a great source of inspiration for promotion strategies. However, the first step should be thinking about how you want your product to be seen. Promotion should definitely reflect the brand's image and reputation. We strongly suggest you check out lookbooks and pages of successful customized t-shirts and other items so that you may see that good advertising goes beyond a catchy post or a nice picture. Remember that you are targeting an engaged community, therefore you are selling a concept, a lifestyle, a powerful message. Your designs have a voice, whether you are aware of it or not. If you are fully aware of the passions and behaviour of the niche you are targeting ... promoting will be like riding a bike!

SOCIAL MEDIA STRATEGY: CHOOSE YOUR PLATFORM

For your first adventure in the advertising world, we present to you the following information so that you may test the different platforms and strategies without taking too many risks, until you find the one that works for you. Keep in mind that because each platform presents some peculiarities, you will have to adapt your media communication strategies.



Ask yourself the following questions to evaluate each platform

- ✓ What is the main purpose of this social channel?
- ✓ Are its features linked to the needs of my business?
- ✓ What is the main target audience of this platform?
- ✓ How much time will I have to spend on this social media platform to boost my sales?



FACEBOOK

Primary Purpose:

Build brand awareness and reputation through interesting content, and motivational and informational posts.

Main features:

- Reaches a variety of audience segments with one post
- Offers the possibility to set up ads to direct traffic towards your campaign
- Enhances customer satisfaction through an interactive and fast exchange
- Facilitates a strong engagement through contests and games



TWITTER

Primary Purpose:

Shares breaking news and live updates, and promotes new products and brand contests using the power of trends and hashtags.

Main features:

- Used by an audience that is looking for quick info and an immediate response to questions about products or events
- Known for its hashtag (#) communication system
- Offers the opportunity to use trends and the latest updates to direct traffic towards your page/Campaign
- Best platform for PR/publicity purposes when traditional media does not respond.



PINTEREST

Primary Purpose:

Acts as an online lookbook and showcases products and brand identity through inspiration boards.

Main Features:

- Drives traffic to other content: your website, stores, pages ...
- Provokes immediate or future Call-to-Action (CTA) responses
- Allows you to micro-target your search with clearly defined categories



INSTAGRAM

Primary Purpose:

Engages followers (and buyers) with catchy pictures, short videos, and the use of hashtags to reach a broad audience.

Main Features:

- Invites brands with visual contents to their customers' zone-out time
- Displays hashtags that are clickable and usable for search purposes
- Allows links to be posted on the bio (while the links in the comments are not clickable)

• How to create the perfect FB page

Facebook is the perfect platform to reach 1.591 billion active monthly users. Many of them could be potential customers. According to a Facebook statistic “80% of the users buy something that was suggested by a Facebook friend”, and another statistic shows the importance of having a Facebook page for a brand or product: “On any given week 0.5% of the Facebook users engage with a brand they liked”. This means that on any given week 7.95 million people of all active Facebook users engage or potentially purchase an item. This is why we offer you help to create the perfect Facebook page for your Teezily Campaigns.



- ✓ Create a page for a brand or product
- ✓ Choose a relevant page name
- ✓ Fill out your profile completely
- ✓ Choose a relevant profile and cover picture
- ✓ Share the page with your community!

• Promotion on FB

After testing the effectiveness of the different types of advertising, image posting is what will allow you to get the most out of Facebook and its virality, since your target audience will like and share your publications which will then appear on their friend's newsfeed. There are at least 4 ways to sell your Teezily created products on Facebook.

POSTING ON YOUR FB PAGE (FREE)

Main features: it works really well when you already have a successful FB page and a passionate audience. There are no costs and you can easily engage your public and invite them to share the link.

- ✓ **Tips:** Schedule your posts three times a day (9 AM, 1 PM and 9 PM)



POSTING ON OTHER FB PAGES RELATED TO YOUR NICHES

Main advantages: Use the FB Graph Search to find the pages that have benefited from a high amount of likes and communication within comments, and post the link to your Teezily Campaign on those pages.

- ✓ **Tips:** An example of the types of comments you can post is: “Hi everyone, this T-shirt is only available for 7 days! – www.teezily.com/rottweiler”. Make sure you post on other pages using your Campaign page and not your personal profile.



USING AN “IMAGE POST”

Main advantages: The image post is a favourite of ours because it allows us to reach more of our intended audience than when we post a link. It's also the best marketing approach for beginners in t-shirt marketing, as they usually have a smaller budget and this helps them cut expenses.

- ✓ **Tips:** We recommend using yellow as the background color of your mock-up since it attracts attention and improves your click through rate. Red creates urgency and encourages the Facebook users that come across your ad to hurry and click on the link. Orange is a real call-to-action color, and purple should be kept exclusively for your female audience.



CREATING FB ADS

Main advantages: Facebook ads are Indeed a powerful tool. They allow you to target specific demographic niches and passionate communities with a very small budget. Facebook's tool Audience Insights is one of the best ones you have at your disposal. It essentially allows you to learn about specific audiences before risking your budget or targeting them.

- ✓ **Tips:** Ideally, you should have three campaigns or ad sets: one for the news feed right-column ads, one for the news feed desktop ads, and another one for the news feed mobile ads. This way you will be able to control your budget to a much higher degree than if all ad formats were in one campaign or ad set. Also, it is important you choose a nice graphic; visual content is far more influential than textual content.



7 EASY WAYS

TO IMPROVE YOUR

FACEBOOK AD PERFORMANCE

Set up
**CONVERSION
PIXELS** on your website
to track
conversions,
checkouts and
installs from
Facebook ads



Set
**LOCATION
and
DEMOGRAPHIC**
targeting at
campaign level



Set
**INTEREST
TARGETING** at
advert set level



Create
**MULTIPLE
ADS**
in each ad set
with copy and
image variations



Use oCPM bidding if your
audience is larger than
500,000
or if you have over 100 daily
conversions. Anything less than
that will waste your money.



To make any targeting or
bidding changes
**RE-CREATE
YOUR
CAMPAIGNS**
instead of editing your ads

**DON'T FORGET
YOUR FANS!**
they already know you and
are much more likely to
engage positively with you



INSTAGRAM

• [Why you should use Instagram](#)

Having reached 500 million users in June 2016, Instagram is social media's rising star and should therefore not be ignored.

Some of the factors that have played a role in its success are linked to the fact that it's a native mobile platform and that it's almost entirely visual, a winning combination considering the rise of visual branding. Instagram will undoubtedly offer you many opportunities to increase traffic to your Campaigns (or Store). While Facebook is the best platform to launch and promote your business, Instagram allows you to consolidate an already known (or recognizable) brand. We advise you to only focus on this social media channel if you have sufficient visual content to create high-engagement rate posts.

• [How to increase followers and improve Instagram engagement](#)



RUN A CONTEST

Choose the right incentive (a free item?)
Pick a campaign hashtag with both simplicity and uniqueness in mind
Think about a special theme for your campaign
Aggregate and display the content online

INTEGRATE USER-GENERATED INSTAGRAM PICTURES

This is a well-known psychological phenomenon known as "social proof": not only will you show your items from different perspectives, but you will also prove that your buyers are satisfied and happy with your products.

GO BEHIND THE SCENES

Post behind the scenes photos to reach a high engagement rate. In a world of "impersonal" e-commerce, humanizing your business will allow you to reach a larger audience and win the trust of potential consumers.

BE CREATIVE!

Instagram gives you the opportunity to advertise your personalized products using real world scenarios and images in a creative way, giving your followers the opportunity to see your products in a context they can relate to in their day to day lives.

INTRODUCE YOUR STORE / CAMPAIGNS VIA TWITTER

Twitter is a great way to reach out to your potential buyers and make your brand/Store known. Indeed, Twitter is not about pure advertising, but rather about exchanging and sharing small pieces of information with the users about original products. Let us explain the best strategy to promote your business with this social platform.



PICK A NAME

Choosing the right name is the first step to setting up an effective social media strategy. If your aim is to spread the word about your Store, we strongly suggest you choose the same name as your store..

GET TO KNOW THE “TWITTER LANGUAGE”

When you are talking with somebody, do not forget to mention them in the tweet using the @ symbol followed by their Twitter name. Use the hashtags to identify the keywords that can help you target the right audience.

THE RELEVANCE OF THE MESSAGE

It's really important to be focused on your niche and talk about topics that are strictly related to the items you are selling. Remember that you only have 140 characters, going straight to the point is of the utmost importance.

BE YOURSELF

Don't pretend to be someone else or use a communication strategy that is too static and cold. Use jokes, gifs, and interact with your followers, and of course, to do all of this you will need to know your target audience and what their interests are.

ASK FOR FEEDBACK

You might want to ask your followers about their favorite colors for this winter or if they like your latest sale. Their feedback will help you find inspiration for your next campaign!

... AND, ANSWER THEIR QUERIES!

Nobody will appreciate a brand that promotes its products without answering customer's doubts and questions. Be reactive.

PICTURES ALWAYS WIN

We suggest you post pictures of your items (even better if you have some customer's photos). Followers don't want a mere link, they want to see the quality of the brand and (as for Facebook) picture posts guarantee the highest engagement!

THE PIN-POWER TO PROMOTE YOUR STORE:

THE 6 RULES FOR PINTEREST

Pinterest receives millions of visitors who want to discover new pictures, infographics, and trends on a daily basis. They also search for new items to purchase and other users who share their same interests, so the more your items get discovered and pinned by the different users, the more chances you'll have of receiving new customers on your Teezily Store.



Here are some practical and easy tips to help you on your Pinterest adventures:

- ✓ **Create Boards** that identify with your shop and reflect its personality, and pin enough photos on each one so that the users will want to visit it.
- ✓ **Name the boards** clearly and let the users identify what they actually contain, but don't be afraid to be creative! Pick a category and add a complete description for each board. This will definitely invite users to subscribe to your boards.
- ✓ **Cover Picture** is everything! Pick the best picture you have.
- ✓ **Try to add at least one new pin per day** to renew the content your subscribers see on their feed. You can also pin several times a day instead of doing it all at once. Don't just pin your own pictures; you will be able to tell a lot more about yourself, what your Store represents, and what inspires you by pinning other people's photos.
- ✓ **Descriptions** will improve your pin's ranking by making them more interesting. So take your time to write them carefully!
- ✓ Last but not least, by observing other people's pins you will be able to know the **latest trends**.

THE IMPORTANCE OF EMAIL MARKETING

Email marketing is a method that allows you not only to promote your products, but to actively encourage new clients to buy, and previous customers to purchase again. The importance and effectiveness of email marketing is undeniable.

• The advantages of email marketing

Nowadays, email marketing is easier than ever thanks to services such as Sendgrid. But why should you use email marketing? What are the advantages? Here are 10 reasons:



INDIVIDUALITY

The customizable heading allows for a more personal approach to client relationship, creating a feeling of exclusivity and a bigger chance of positive reaction from your clients.

CUSTOMER LOYALTY

Keep in mind that the feeling of satisfaction is not always enough for your client to repurchase. Be different from your competitors and stay constant touch with your clients.

USING EMAIL MARKETING IN ADDITION TO OTHER MARKETING TOOLS

This is the perfect way to assure an effective communication through all your social media channels. Are you offering promotional items or giveaways on one of them? Use emails to attract more people.

THE ABILITY TO MEASURE

As mentioned earlier, services like Sendgrid make email marketing extremely easy. This service shows you how many times your emails have been opened and how many people clicked on the link provided. The so-called open and click-through rates allow you to understand how the recipients reacted to your email.

THE COSTS

Low costs is a huge advantage of email marketing. The ROI is 40 times higher than when using common mailing with a post office. Many newsletter or email services offer a free service for up to 2000 recipients.

PERSONALIZATION

Personalizing your content will give you a better chance of reaching your target audience since you will be able to separate it into different target groups such as gender, age, buying patterns, etc. The more you know about your subscribers, the easier it will be for you to separate them into the

proper groups and address them individually. If you have campaigns for more than one niche, make sure you don't mix them up!

SMALL EXPENDITURE OF TIME

In comparison to print media, you save a lot of time. It is important to always send a test version of your email to yourself to see what the link looks like, and keep in mind that different providers display the content differently.

SELF SELECTION

the users that voluntarily subscribed to the newsletter or have previously shown interest by purchasing an item, are more likely to read your email than some brochure left in their mailbox because they are interested in the content. Therefore, you should never buy email lists and should always stick to organic growth.

THE MULTI-TALENT

In emails you can feature not only text, but also pictures, graphics, gifs etc. The possibilities are endless, so use them and don't allow the readers to get bored! The recipients want to feel unique, so change the content from your usual social media posts.

THE FUNCTIONALITY

Email marketing is beneficial for nearly every entrepreneur. Of course it also depends on the content, but it's certainly not harmful to collect email addresses and inform your readers about what is going on in your shop from time to time.

• How to be more convincing in your e-mails: 7 golden rules

Follow these tips to become an energetic, persuasive, and tremendous seller via email.



YOUR EMAIL ADDRESS

If your email address isn't serious, your message won't be taken seriously either. Try to create an email address that is short, sweet, and defines you as a businessperson in the best way possible. Also, avoid using random numbers as it doesn't come across as professional.

A GREAT TITLE

A title is a conversation starter and your email's first impression. The title is what invites (potential) customers to open your email and read it, so make sure it fits the context of your email perfectly.

MAKE IT PERSONAL

A great way to make an email convincing is by personalizing it. Try using your recipient's name to address the message to them. This will make your (potential) customer feel unique and appreciated, and consequently more open to your offers and requests.

CHOICE OF WORDS

With the right choice of words you can make your e-mail and message more powerful and effective. For example, “you will get a 10% discount on this hoodie” sounds okay, but “you will get an incredible discount of 10% on this exclusive hoodie” sounds way more attractive.

BE SPECIFIC: KEEP THE MESSAGE SHORT AND POWERFUL

Your (potential) customers are not interested on reading an essay about your offer or request. Be specific and get to the point. Highlight the most important parts of your email and make sure your message is powerful.

MAKE IT ATTRACTIVE

The text in your email is important, but the layout is what makes it stick out. The perfect layout should be stunning but not distract the readers from the message. Find the perfect balance and make sure the layout is professional and matches the subject of your email.

FREQUENCY OF THE MAILS

Receiving an email from you should feel like a privilege, not spam. It is important you don't bombard your customers with emails and only send one every two to three weeks to keep them updated, unless they ask for more.

ONLINE MARKETING LIFE HACKS



ASK FRIENDS AND FAMILY

Ask friends and family members to get the word out, and reward referrals. Even if you don't have many (or any) followers on Facebook, Twitter, Pinterest or Instagram, chances are some of your friends or family members do. Ask them to follow you/your page on social media and share your relevant Campaigns/sales. Better yet, reward people for sharing links to your site or products by offering them discounts, say... 10 percent off their first or next purchase, or even a freebie.

ASK FOR A POSITIVE CUSTOMER FEEDBACK

Several marketing studies have proven that asking customers for open-ended positive feedback at the beginning of a customer survey will affect how they recall an experience, increasing the chances of future purchases. Every business should provide avenues and encouragement for positive feedback from customers.

DO NOT FORGET TO MENTION THE TZ CUSTOMER SERVICE

An open and transparent communication about your products is key to a successful relationship with your buyers and potential buyers. Customers want to be reassured about the after-sales service and all the return / refund policies. You should therefore mention both in your Campaign's description and social media pages. We kindly remind you that we have a multilingual customer support team that is available to answer all your queries within 24h. Tell the clients they can shoot us an email at support@teezily.com or even use our phone service: countries and hours here below.

Visuel Phone Service

KEEP AN EYE ON THE COMPETITORS

This doesn't mean you should copy their designs word-for-word, but you can take a look at their sales to find out which designs sell the most during a certain season. Also, do not forget to check what the latest trends are in terms of slogans / designs / styles. Follow the trends and make them yours.

THE IMPORTANCE OF NETWORKING

Our seller community knows the importance of networking: competition is indeed healthy for your business and so is mutual exchange. We have Facebook Groups where sellers from all over the world post every day marketing tips, specific e-market data, suggestions about effective social media strategies and so on. Networking is about sharing, not taking. It is about forming trust and helping one another reach our goals. By doing this, you sow the seeds for reciprocal assistance in case you need help setting up your Campaigns/Stores. Join our community and discover the infinite power of networking!

SHARE THE “BEHIND THE SCENES” WITH THE CUSTOMERS

As mentioned in the paragraph about Instagram, everyday life photos usually obtain a high rate of engagement. This is because buyers love knowing about the person behind the Campaigns and exclusive products. A good tip? Get used to Facebook Live, Periscope, and the brand new live videos of Instagram: this is an excellent way to introduce yourself and thank your customers for their trust and loyalty.

CONTESTS AND GIVEAWAYS

Launching a social contest allows you to enhance web traffic with a fun game, offer personalized products for free, and launch useful promotions for your community. If the contest’s rule is to post a comment or a photo on social channels, you can direct people to your Campaign / Store page and check the analytics on the TZ dashboard. It’s a win-win strategy: your Store / Campaign receives traffic and generates buzz for your social media page, and the user has the chance to win a prize for contributing to the initiative.

PROMOTIONS AND DISCOUNTS

As previously explained, promotions and discounts on your sales represent a hyper-effective strategy to attract new customers and encourage those who have already visited or bought your exclusive products to purchase again. Our tips? First, create specific ads to boost the news about your discount; second, take advantage of the festive periods and special occasions like Black Friday and Cyber Monday. Everybody is looking for the perfect deal, it’s time to set up your promotions!

BUILD A TRUSTY RELATIONSHIP WITH YOUR CLIENTS

A potential buyer will be more likely to place an order in a shop whose owner has minutely taken care of the brand identity and the visual content. If you manage a FB page, do not forget to moderate and (immediately) answer to your (potential) client’s feedback and questions. Be honest with your community: explain the delivery times, the printing process, and do not forget to mention our after-sales service.

CREATE RARITY

During the campaign you must re-engage your audience and urge those who haven’t purchased or have forgotten to, to buy and do it quickly. You must create exclusivity and rarity in your marketing to trigger a purchase from those who saw your ad; feel free to comment on your ad and to meet your buyers demands.

Answer to all the comments using sentences like:

*“Hello X, you can get your T-shirt by clicking on the following link
[www.teezily.com/\[name_of_your_campaign\]](http://www.teezily.com/[name_of_your_campaign]).”*

*“Hello Y, this T-shirt is only available for a few days! Buy it here
[www.teezily.com/\[name_of_your_campaign\]](http://www.teezily.com/[name_of_your_campaign])!”*

“Hello, there are only 24 hours left before the end of the campaign!”

CONCLUSIONS



“Nobody said it was easy”. We decided to draft this guide because we fully believe that you need help and tips to master this business and boost your sales. Nobody becomes a marketing genius overnight. E-commerce sellers need to have some basic knowledge on digital marketing and social media communication, a familiarity with data and analytics, and - above all - motivation. Don't let the first unsuccessful campaigns get you down: every big seller has had to learn from their failures and mistakes. You will need to practice and run several tests to be able to identify the perfect niche and be able to master the social media marketing tool. Take your time getting to know this incredible profitable business.

Yes, you can definitely count on us! Our mission is to help you setup your Store and Campaigns, and build your brand. You can always email our Sellers Support Team at sellers.team@teezily.com; one of our managers will assist you while launching your campaigns and identifying your targets. You don't know where to start? You might want to check our **University Blog**, a real database of marketing insights and training material for the launch of your business on teezily.com. Do not forget to follow the latest updates on **our main blog** : we are continuously introducing new features and tools that will boost your sales and improve your working hours organization. Last but not least, do not underestimate the power of networking : get to know our international seller community and learn from “the best” by joining our University Group. Stop wishing, start doing!

SOME OF OUR SELLERS' PAYOUTS

		
17265 products ordered	223 776.75 € profit	326.46 € to be paid
Active All		
		
9181 products ordered	141 273.11 € profit	0.00 € to be paid
Active All		
		
14300 products ordered	163 224.06 € profit	5 579.19 € to be paid
Active All		
		
10154 products ordered	162 410.38 € profit	89.20 € to be paid
Active All		
		
10367 products ordered	150 248.85 € profit	667.07 € to be paid
Active All		
		
31007 products ordered	485 463.79 € profit	2 714.96 € to be paid
Active All		
		
12213 products ordered	167 001.03 € profit	3 600.54 € to be paid
Active All		

TESTIMONIALS

T.T., Vietnamese Seller

After trying several platforms I decided to stay with Teezily. In my opinion, some of Teezily’s strengths are: good-quality products, user-friendly interface, useful features, and reasonable costs. As for my difficulties with European languages, I have received a lot of help from the Teezily team. I also love that they always listen to the sellers and then make the necessary updates to help us boost our business. I hope they will release more exciting updates in future.

V.D., French Seller

I choose Teezily for various reasons. The first being that the Teezily team could have set up anywhere in the world to benefit from lower tax rates. However, they were brave enough and deserve the credit of having set up in France. They have added value, created jobs and boosted the economy in their country, it’s a fantastic business initiative! Bravo!

D.G., German Seller

Before my Teezily career, I was a postman for over 15 years. My first successful campaign was for handball players (my wife played handball for a couple of years, that is where I got the idea from). Then I realized how much I had earned, and that I could do more with this and live from it.

N.C., French Seller

Teezily was a true revelation, I exploded my business growth, reached 100K sales in 6 months, 200k in 10 months ... It took work, a lot of work, I think it is unlikely to have such a result, for me, TZ arrived at the right place at the right time!

